

## ***ABSTRACT***

Zakat is one of the pillars of Islam that plays a strategic role in promoting social justice and community welfare. In Yogyakarta City, zakat holds significant potential as an economic instrument to address poverty and social inequality. However, the realization of zakat collection in zakat institutions in Yogyakarta City only reached 30.6% of the projected potential in 2023. This study aims to analyze the factors contributing to the low zakat collection and formulate strategies for optimizing zakat collection in Yogyakarta City.

This research employs a qualitative approach using the SWOT analysis method and the *Analytical Network Process* (ANP). SWOT analysis is used to identify the causes of the gap between zakat realization and its potential. Meanwhile, the ANP model is applied to determine the priority strategies for optimizing zakat collection. The data for this study were obtained through in-depth interviews with key informants who have expertise and experience in zakat management.

The results indicate that the low zakat collection is caused by internal factors, such as limited human resources, suboptimal socialization, and a lack of innovative programs. Additionally, external factors include negative public perceptions of zakat institutions, low awareness and understanding among *muzakki* regarding zakat obligations, and the tendency of *muzakki* to distribute zakat directly to *mustahik*. The proposed optimization strategies include strengthening socialization efforts, improving human resource capacity, innovating zakat programs, and fostering strategic collaborations between zakat institutions, the government, and the private sector. Implementing these strategies is expected to increase public trust in zakat institutions, expand zakat service outreach, and optimize zakat collection to support economic equity and poverty alleviation in Yogyakarta City.

**Keywords:** Zakat, Optimization, *Analytical Network Process* (ANP), SWOT, Yogyakarta City, Collection Strategy.